

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial No. .... 10/809,630  
Filing Date ..... 3/24/2004  
Confirmation No. .... 7478  
First Named Inventor ..... Daniel Danker  
Assignee ..... Microsoft Corporation  
Group Art Unit ..... 2623  
Examiner ..... Joshua Taylor  
Attorney's Docket No. .... MS1-1879US  
Title: Targeted Advertising in Conjunction with On-Demand Media Content

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

Respectfully Submitted,

Dated: 11/26/08

By: /Clay D. Hagler/ Reg. 61,804

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